ECONOMICS OF TOURISM INDUSTRY: A STUDY IN COASTAL KARNATAKA

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Mangalore University

Researcher

Ms. CHAITHRA. C. BHAT

Research Guide

Dr. SHRIPATHI KALLURAYA. P ***M.A., PhD***

Professor

Department of Post Graduate Studies and Research in Economics

Mangalore University

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INTRODUCTION

The service sector is the largest in the Indian economy. Service sectors contribute a more significant portion to the growth of the Indian economy. Tourism is considered a rapidly growing sector among the service sectors. Tourism plays a vital role in the world economy. Tourism is also known as the leisure time economy; therefore, work versus leisure balance is a main economic issue. Tourism has multifaceted implications because it has economic, socio-cultural, political, and historical links. However, its economic importance is gaining more priority from supply and demand. On the supply side, investments in developing tourism products are increasing in every country, including India. From the demand side, tourists' well-being encourages them to demand more tourism activities. The same trend is actually in India.

In recent years, tourism has become one of the significant forces for economic growth in many developing and developed countries. Tourism contributes to economic development through various channels, including foreign currency earnings, attracting international investment, increasing tax revenues, and creating additional employment opportunities (Alam, 2016). Thus, developing tourism is good for the development of the economy. It is advocated in the tourism sector that ecological civilization and sustainable and green development are the essential contents of its development. Since the 1980s, the people of Great Vision have come up with the connotation and features of sustainable tourism (Tang, 2013), and it gradually developed and became the focus of the research.

Meanwhile, tourism destinations are the spatial carrier of tourism, and their evaluation and development have become the research hot spots. There are different tourism products or tourism centers. Tourists go on tours to different centers for different purposes. Therefore, tourism is classified based on the type of tourism centers and the purpose of tourists visiting.

Tourism has been defined variously. Tourism is nothing but spending time away from home in search of relaxation, recreation, and pleasure. According to the United Nations World Tourism Organization (UNWTO), "tourism comprises the activities of persons traveling to and staying in place outside their usual environment for not more than one consecutive year for leisure, business, and other purposes."

Tourism in India can be classified into many types: adventure tourism, medical tourism, religious and cultural tourism, eco-tourism, and dark tourism. Top tourism products include religious tourism, eco-tourism (Natural Tourism), and medical tourism.

Tourism and Economic Benefits

Analyzing tourism in light of the underlying economic theories and principles enables us to determine the contribution of the tourism sector to the economic growth and development of the region. From an economic perspective, tourism may be viewed as a service industry, and it is essential then to analyze the characteristics of tourism services, the role and functions of a service industry in the economy, the externalities associated with tourism, and micro - and macro-economic considerations. Macroeconomics examines its contribution to the national economy, growth, external balance, price, and employment potential. On the other hand, microeconomic principles help to understand the tourists' preferences for tourist products. Chuo (1992) defines a service as any activity or benefit that one party can offer to another that is essentially intangible and does not result in ownership of anything; its production may or may not be tied to a physical product. Therefore, it clarifies that things like travel, accommodation, and other services of the tourism sector are included as economic services.

To put the tourism industry's development in perspective, the traditional three-sector development model presents a theory of the development process in stages. In the early phase, primary (agricultural and mining) activities dominate the economy in terms of their share of output and employment, followed by a more and more important role for the secondary (industrial) sector at a later stage. Finally, tertiary (services) activities (including the tourism industry) should become the largest sector in the economy (Ochel & Wegner, 1987). Below are the important economic facts about tourism.

Generate Income and Employment opportunities.

Tourism is one of the best sectors to promote the employment rate in the nation, and it is a hotbed for numerous employment opportunities. Tour guides, travel brokers, tour operators, and vacation planners are among the occupations directly associated with tourism. In addition, indirect tourism-related jobs include everything from restaurant managers and wait staff to shop owners and local artisans. National Tourism Day raises awareness of this important economic sector and provides opportunities for the average person to find gainful employment. According to records, over 81 million people were employed in the nation's tourism industry in 2017. Over 12.00 percent of the Indian population was represented by that figure, and it has only risen since then. By achieving the goals of National Tourism Day, India's economy is growing in large part, the tourism industry gains momentum, and the Gross Domestic Product (GDP) of the nation as a whole increases. The Gross Domestic Product can be increased by

encouraging both domestic and foreign travelers and promoting tourism abroad. Additionally, as more and more Indians discover the joy of travel, the number of domestic tourists arriving is rising, which helps to boost the GDP. In December 2018, there were 1,191,147 tourist arrivals; it increased in 2019 from 944,233 in October to 1,091,946 in November, making it a high record.

Increase in Foreign Currency Inflow

India's tourism industry has developed and includes a variety of categories; the most famous are heritage tourism, sports tourism, medical tourism, and cultural tourism. India is one of the most popular travel destinations worldwide because of the international travelers who find this diversity fascinating. India benefits from the inflow of foreign currency as international travel rises. This is good news for the economy because it indirectly aids the nation's growth, especially if the foreign currency is more powerful than the Indian rupee.

National Heritage and Environment Preservation

Indian tourism has much to offer visitors worldwide because of our nation's rich heritage and diverse culture. By designating several locations as heritage sites, tourism aids in their preservation as important historical sites. For instance, if the Tourism Department had not worked so hard to preserve them, the Taj Mahal, the Qutab Minar, the Ajanta and Ellora temples, etc., would have deteriorated and been destroyed—similarly, tourism aids in protecting many endangered species' natural habitats.

Infrastructural Development

In addition to the hotels and upscale eateries that cater to foreign visitors, tourism tends to encourage the development of multipurpose infrastructure that benefits the host community, such as different modes of transportation, healthcare facilities, and sports facilities. Other directly productive activities have also grown as a result of infrastructure development.

Global Recognition

India offers a lot of variety to visitors from around the world. Tourists can choose from the snow-covered mountains in the north, the long stretches of coastline in the south, the arid deserts in the western regions, and the diverse ecosystems in the east because the country's

landscape spans six major climatic subtypes. Since India has a lot to offer, expanding this sector of the economy could help the nation gain international recognition. India was ranked 34th in the World Economic Forum's Travel & Tourism Competitiveness Report for 2019 in part due to ongoing efforts to promote tourism through the commemoration of National Tourism Day. Such accomplishments promote economic growth by drawing attention to India's expanding tourism potential.

Tourism: A Service industry

Tourism as a service industry is fast becoming one of the major industries in the world. India is no exception with its natural beauty and cultural diversity in most regions. The most important service sectors or branches that directly relate to the tourism industry are the following:

i. **Travel and transport services**

   People need transport to travel to their destinations when they leave their countries and homes.

ii. **Catering and accommodation services**

   Tourists away from their homes need places to stay, and they need to be fed. Shops, restaurants, hotels, resorts, caravan sites, camps, etc., provide tourists with catering and accommodation services.

iii. **Leisure and Business Facilities**

   Leisure (for example, trips to game parks) and business needs (attending conferences /seminars) are the two main reasons for tourist activity. Businesses and organizations that provide leisure, recreation, and business facilities (for example, postal services and financial services) make up the third branch of the tourism industry.

iv. **Marketing and promotional services**

   The existence of any tourist attraction is of no value if it is not known to the potential users. Their existence needs to be promoted through well-planned marketing strategies and by professional agencies, such as publicity associations (public and private institutions).

Basic infrastructure is required to develop these service sectors in an area or a region. These infrastructural facilities can be regarded as inputs necessary for the development of the output of the tourism industry. These inputs are the following: tourist attractions, drinking water, roads

and travel facilities for tourists, electricity, and labor; it has been said that the tourism industry is a labor-intensive industry; therefore, it is the most important input. Other services include financial, accommodation, and catering services. Hence, Howell (1983) defines tourism as both an industry and a response to a social need because its product includes all the elements that combine to form the tourism consumer's experiences and exist to serve their needs and expectations.

Because the tourism industry is a heterogeneous group of enterprises, Singh and Kaur (1982) grouped tourist-related enterprises into different sectors (branches of economic activity). These sectors are:

- Energy
- Basic metals
- Manufacturing of electrical machines, apparatus, appliances, etc.
- Manufacture of chemicals and chemical products
- Manufacture of wood
- Manufacture of textiles, leather, and rubber products
- Food manufacturing industries and tobacco
- Agriculture
- Forestry
- Construction
- Transport and communication
- Trade and catering
- Miscellaneous manufacturing industries
- Services rendering arts and crafts Others

All these sectors are directly or indirectly linked to the tourism industry. This grouping of different enterprises and sectors confirms the extensive linkages between tourism as an economic sector and other economic sectors. It also shows the linkages between the tourism industry as a tertiary industry and the primary and secondary industries.

At the same time, the tourism industry's multiplier effect is also important, in the sense that an increase in tourism production results in an increase in the activities of all these other sectors.

Tourism is a distinguished service industry because tourism products consist of natural beauty, dramatic landscapes, cultural heritage, commercial hospitality, etc. According to Singh and Kaur (1982), tourism can be broken down into three elements:

(a) Human element (tourist needs and desires)

(b) Physical element (geographical aspects and accessibility)

(c) Time element (trip duration and stay)

They also classify tourism products (goods and services demanded and consumed by tourists while away from their homes) into two categories: -

i. Tourism Oriented Products (TOPs)

This group encompasses all of the economic activities which are directly related to the tourism industry. It's those goods and services produced primarily for consumption by tourists, generally with a direct economic return expected in their production. Those goods and services are grouped as follows: -

(a) Accommodation

(b) Transportation

(c) Travel agencies

(d) Recreation and entertainment

(e) Food services

(f) Other travel trade services.

ii. Resident Oriented Products (ROPs)

These products are produced primarily for use by the residents of a tourism destination, yet they are also consumed by tourists. These are all the economic activities and functions of government and non-governmental organizations, such as police forces, hospitals, bookshops, etc.

The Supply of Tourism Products

Supply refers to the goods or services producers plan to sell in a given period (Parkin, 1990). The amount of any product that firms plan to sell/supply depends on many factors, such as the number of suppliers and the level of technology. The law of supply states that other things being equal, the higher the price of a good, the greater the quantity supplied. If the prices of the resources used to produce a product are held constant, a higher price means a higher profit for the producer. Higher profits encourage existing producers to increase the quantity they supply. Higher profits also attract additional producers (Parkin, 1990).

In order to understand the supply of tourism products, consideration has to be given to the differing environmental, social, and economic conditions around the world within which tourism destinations are located (Smith & Eddington, 1992). Tourism supply represents an amalgam of attractions and support facilities which demonstrate a number of common features.

The tourism supply is usually considered a destination that focuses on facilities and services designed to meet the needs of the tourists. Tourism supply results from all those productive activities that involve providing the goods and services required to meet tourism demand, expressed in tourism consumption (Shaw & Williams, 1991).

Demand for Tourism Products

The operations of the tourist market are governed by the same principles (market forces) as any other market. The interaction of the demand and supply forces determines prices. Any factor(s) that affects the demand and supply of tourist products leads to a disequilibrium position. All these shifts and the extent of market outcomes depend on the elasticities of demand and supply of tourist products (Johnson & Thomas,1993).

According to Johnson and Thomas (1992), demand for tourism comprises three basic elements:

(a) Effective demand is the actual demand of participants in tourism, that is, those who are traveling.

(b) Suppressed demand comprises that section of the population who do not travel for some reason.

(c) Finally, there will always be those who simply do not wish to travel, constituting a category of no-demand

Johnson and Thomas (1992) ascertain that travel propensity is the most helpful indicator of effective demand in any particular population. This measure considers the penetration rate of tourism trips in a population. There are two forms of travel propensity:

a) Net travel propensity refers to the percentage of the population who take at least one tourism trip in a given period of time. In other words, it is a measure of the penetration of travel among individuals in the population. The suppressed and no-demand components ensure that net travel propensity never approaches 100 percent.

(b) Gross travel propensity rate measures the total number of tourism trips taken as a percentage of the population. This measure is of trip penetration, not individual travelers. Dividing gross travel propensity by net travel propensity gives travel frequency, that is, the average number of trips taken by those participating in tourism during the period in question.

Tourism demand is very elastic, partly because it is determined by the availability of leisure time and income and also because it is, to a greater extent, seasonal.

Indian Tourism Sector

Tourism in India has emerged as an instrument for income and employment generation, poverty alleviation, and sustainable human development. It contributes 6.23 percent to the national GDP and 8.78 percent of the total employment in India. In 2021, India's travel and tourism industry contributed around 178 billion U.S. dollars to the country's GDP. In 2017 the country welcomed over 10 million foreign tourists, generating foreign exchange earnings of over 27.31 billion U.S. dollars. The World Travel and Tourism Council calculated that 2018 tourism generated 9.2 percent of India's Gross Domestic Product, which supported 8.1 percent of its total employment. Medical tourism is expected to increase by eight billion in 2020. Eco-tourism is considered sustainable tourism as it contributes to global climate change.

Tourism is an essential source of foreign exchange earnings. Increased foreign exchange results in an increased interest in tourists to venture abroad, increase their expenditure, and positively affect the length of their stay and vice versa. This loop creates a significant impact on the economy. In 2019, tourism was the country's third-largest foreign exchange earner.

The tourism sector supports 37.315 million jobs, which is about 8.7 percent of the total employment in India. The tourism industry is a service-based one; it relies heavily on human resources. The travel industry grows exponentially with specialized education. It depends entirely on the quality individuals have to offer. Travel and tourism are the largest earners of foreign exchange worldwide and employ many people directly or indirectly through corresponding service industries.

India has numerous (UNESCO) World Heritage Sites, such as the Taj Mahal, Qutab Minar, Red Fort, Hampi, and Jaipur's City Palace. These architectural sites showcase India's rich history and cultural heritage.

India is the birthplace of several major religions, including Hinduism, Buddhism, Jainism, and Sikhism. It attracts religious tourists from around the world who visit places like Varanasi, Bodh Gaya, Amritsar's Golden Temple, Rishikesh, and the Ajanta and Ellora Caves.

India also has diverse ecosystems, including national parks, wildlife sanctuaries, and biosphere reserves. Popular wildlife destinations include Ranthambore National Park, Jim Corbett National Park, Kaziranga National Park, and Periyar Wildlife Sanctuary.

The coastal regions of India offer breathtaking beaches and serene backwaters. Kerala's backwaters, Goa's pristine beaches, Mangalore's hidden beaches, Andaman and Nicobar Islands, and Lakshadweep Islands are popular destinations for beach lovers.

India offers various adventurous activities, such as trekking, hiking, river rafting, bungee Jumping, Paragliding, Skydiving, Surfing, Scuba Diving, zip-lining, Kayaking, and Parasailing.

India is renowned for its traditional Ayurveda treatments and wellness retreats, as it has a vast Ayurveda background. Places like Karnataka, Kerala, Rishikesh, and Goa are popular destinations for relaxing and Ayurveda therapies.

India is known for its vibrant and colorful festivals throughout the year. Diwali, Holi, Eid, Navratri, and Durga Puja are celebrated with great enthusiasm, showcasing the country's cultural diversity, which attracts tourists from all over the world.

Rural areas of India allow tourists to experience traditional village life and explore special arts and crafts.

India offers luxurious experiences through its heritage hotels, palace stays, and luxury resorts. Places like Udaipur's Lake Palace, Rajasthan's heritage hotels, and luxury train journeys like the Palace on Wheels provide a royal experience where tourist can enjoy their stay.

Tourism in Karnataka

Karnataka is home to several historically significant monuments, such as Hampi, a United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Site. Hampi was once the capital of the Vijayanagara Empire and is known for its amazing monuments and temples. Some other notable historical sites include the Mysore Palace, Belur and Halebidu temples, Pattadakal and Badami Cave Temples, Karkala Jain Basadi, etc.

Karnataka has its classical dance form, Yakshagana, and traditional Carnatic music. Various festivals, such as Mysore Dasara, Karaga Festival, and Hampi Utsav, showcase Karnataka's vibrant culture and traditions, attracting tourists.

The state is renowned for its ancient temples and pilgrimage centers. The famous ones include the Virupaksha Temple in Hampi, the Kukke Subrahmanya Temple, the Gommateshara Bahubali Statue in Shravanabelagola, the Murudeshwara Temple with its Shiva statue, Sringeri, Shree Dharmasthala Manjunatha Temple, and the spiritual town of Udupi.

The state offers a variety of natural landscapes and wildlife sanctuaries. Some well-known places are Bandipur National Park, Nagarhole National Park, and Bannerghatta National Park, popular destinations among wildlife tourists. The Western Ghats, a UNESCO World Heritage Site, offers greenery, waterfalls, and trekking opportunities. Coorg, known as Kodagu, is famous for its coffee plantations and beauty. Chikmagalur, Ooty, Agumbe, etc., are other popular hill stations that offer tourists a fresh and relaxing experience.

According to Karnataka Tourism Policy 2015-2020 provided by the Department of Tourism, the government of Karnataka, many policies to encourage tourism are being implemented. Karnataka tourism is one of India's top two destinations and the world's top fifty. It works on the vision of developing Karnataka into a safe and sustainable destination by offering the best quality experience to tourists, accelerating more investments in tourism, and improving the standard of living of the local people. The mission of tourism is

- Promote tourism products to attract tourists, encourage repeated visits, and increase the length of their stay.
- Along with economic growth and improved quality of services, tourism aims to preserve social and cultural resources.
- To have an eco-friendly environment and protect the ecology by carrying responsible tourism.

Coastal Karnataka is a widespread region. Approximately 320 kilometers, this is divided into three districts: Dakshina Kannada by 62 kilometers, Udupi by 98 kilometers, and Uttar Kannada by 160 kilometers. Coastal Karnataka is surrounded by the Arabian Sea in the west and the Western Ghats in the east. All three districts are rich in tourism destinations as they involve natural beauty, spiritually recognized places, and effective medical centers. Hence, one can enjoy a visit to coastal Karnataka. Mangaluru City is well known for its beaches, Panambur, Malpe, Sasihitlu, Someshwara, Suratkal, and Tannirbhavi beaches. Also, it is highly rich in temples and seafood offered in the city. Along with these, the region has numerous multispecialty hospitals that offer a wide range of treatments to its patients at cost. Thus, it is very important to have a detailed study of tourism in coastal Karnataka.

Significance of the study

Tourism plays an important role in the modern economy. However, research studies on the tourism sector have been from sociological, cultural, managerial, commerce, and economic perspectives. Immense literature is available on growing tourism centers. Reviewing various studies on different dimensions of the tourism sector helps us understand its present status. Such a review of literature (a detailed review of literature is provided in chapter II) helps to identify the research study in the following classification.

I. Studies related to Tourism and Economic growth.
II. Studies related to Religious tourism.
III. Studies related to Natural (nature-based) or eco-tourism.
IV. Studies related to Medical tourism.

Further, this helps us identify the existing research gap in tourism. From this, researching economic issues is more significant.

RESEARCH GAP

Tourism is a sector that is expanding its region day by day. The review of the literature highlighted the importance of tourism in Karnataka. Many studies were undertaken to know the impact of tourism on the economy, how well the environment is protected through tourism, and the sustainability of tourism in many places of the country. The earlier researchers refer to all the above issues. However, fewer research studies are attempting to bring balance or equilibrium between supply and demand in the tourism sector. The number of tourists is increasing, but they make a choice. Here, the tourists will consider various components of tourism products to choose. Therefore, tourism products should supply relevant facilities or services.

Less preferred tourism spots have to improve their services, and highly demanded tourism spots have to maintain quality. The earlier research did not identify this imbalance between demand and supply.

In such an attempt and the literature review on the tourism industry, we get the following questions.

- What is tourism, and what is its scope in developing the economy?
- How to identify region-specific tourism products that can be economically viable?
- What is its contribution to economic growth?
- What is its social, economic, environmental, and cultural impact in a given region?

- What are the factors determining the development of the tourism industry?

STATEMENT OF RESEARCH PROBLEM

Work versus leisure time activities have been discussed a lot, and it is believed that balancing both would result in better work production. From a human resources perspective, leisure time activities indeed enhance labor productivity. Like other industries from the supply side, the tourism industry has rationality because some regions have more scope for tourism products. However, they have economic significance in income, employment, consumer behavior, public revenue, etc. Analyzing the economics of the tourism industry has multiple dimensions, including supply and demand. Therefore, the economics of tourism, along with the traditional way of analysis in terms of investment or income-expenditure, needs the analysis of its externalities. Economic, social, and cultural spill-over effects have to be captured.

OBJECTIVES OF THE RESEARCH

The main purpose of this study is to analyze various economic dimensions of tourism. The specific objectives of this research are;

1. To review the role and growth trend of the tourism industry in India and Karnataka
2. To identify important tourism products in coastal Karnataka.
3. To examine the factors influencing the growth of the tourism industry both from the demand (Tourists) and supply (Tourism products/centers) side in a micro-region.
4. To analyze the social-economic dimensions of the tourists.
5. To diagnose the scope for the development of the tourism industry in the coastal Karnataka.

HYPOTHESIS

H_1: The tourism industry contributes significantly to the GDP.

H_2: Tourists' level of satisfaction on Infrastructural facilities is high in Dakshina Kannada.

H_3: Tourist centers create opportunities for Micro Enterprises.

RESEARCH METHODOLOGY

Analyzing the economics of the tourism industry is a huge task owing to the fact that it has several indicators to be assessed both on the demand and supply sides. However, this study attempts to analyze the demand side, that is, tourists' views, and the supply side, facilities

provided by tourism products. In Coastal Karnataka, Beaches, Temples, and medical services are the major centers of tourism activity, where the present research study focused more.

Study Area

Coastal Karnataka, with Dakshina Kannada, Udupi, and Karwara, being a multicultural region, has a vast scope for tourism. Every month, lakhs of people visit Mangaluru for medical treatment, religious visits, and leisurely visits to the tourism centers.

Sources of Data

This research study used both secondary and primary data for the analysis. Secondary data is collected from the relevant database for Indian tourism. Data sources such as journals, periodicals, reports, and books are used to understand the main concepts of the current field of study. Primary data was collected from samples of tourism products and sample tourists using a personal interview method.

Sampling

Multistage sampling is used. In the first stage, tourism products were selected, and in the second stage, tourists were selected from the sample tourism centers. Further, in the third stage, sample entrepreneurs from each sample center were selected.

The tourist sample includes only domestic tourists. A simple random sampling technique is adopted. The comprehensive, structured, pre-tested questionnaire is used to collect information from 300 tourists. Tourists 100 each from Religious, Natural, and Medical tourist centers are collected. Hence, there are 16 sample tourism products (Religious-9; Natural-3; Medical-4). The total number of tourists interviewed in all the tourism centers is 300 (N=300)

Table-1.1: Sample structure

Tourism products	**Domestic tourists**
Religious tourism	100
Natural tourism	100
Medical tourism	100
Total	**300**

Tools of Analysis

The supply side of tourism in a given region consists of tourists attracting tourism products or centers. Sample tourism product features, growth, and main services provided are analyzed using growth rates of various indicators and ratios used to compare situations.

The demand side of the tourism sector in the study region is analyzed mainly by the expectations and level of satisfaction of the sample tourists with regard to the facilities in the tourism centers. For this, Likert's 4-point scale is used. Indicators that are essential in a tourism center to attract tourists are identified. Tourists were requested to mark their level of satisfaction as "very good," "good," "somewhat," and "poor" on all indicators. The average satisfaction score was computed, and the overall average level of satisfaction of the sample tourists was computed. Similarly, for the same level of series, their expectation was scored. Here, the average score of each indicator and the overall expectation score are computed. The Compound Annual Growth Rate is used to understand the trend in tourism through GDP, FEE, and Foreign tourist arrivals.

SCOPE AND LIMITATIONS OF STUDY

This study is restrained to sampling tourism products and respondents of Dakshina Kannada District. Domestic tourists are considered for the study. The study took religious tourism, natural tourism, and medical tourism as a base of study. The findings of the present study can be used by the government to undertake further development programs in the tourism department. This study also helps in further research in data constraint.

CHAPTER'S SCHEME

The research study titled "**ECONOMICS OF TOURISM: A Study in Coastal Karnataka"** is coordinated into seven Chapters, as detailed below.

CHAPTER- I : **"INTRODUCTION"** presents an overview of the subject matter of the research study by clearly detailing the conceptual framework, need for the present study, research questions, objectives, and hypotheses. Besides, methods - sources and methods used for data collection, tools of analysis, scope and limitations of the present study, and chapter scheme will be given in this chapter.

CHAPTER– II : **"CONCEPTS, THEORETICAL FOUNDATION AND REVIEW OF LITERATURE** outlines the theoretical foundation of tourism and

economic development and provides a detailed review of earlier research studies conducted in this field of knowledge.

CHAPTER–III : **"TOURISM INDUSTRY IN INDIA"** provides a critical discussion about tourism in India and presents an analysis of the growth of tourism in the country.

CHAPTER – IV : **"PROFILE OF THE STUDY AREA AND SAMPLE DESCRIPTION"** provides the profile of study area - physical, demographic, social-economic; and sample Description.

CHAPTER – V : **"SUPPLY SIDE OF TOURISM"** Provides an empirical analysis of tourism in coastal Karnataka and a profile of the sample tourism centers.

CHAPTER – VI : **"DEMAND SIDE OF TOURISM"** Analysis of the indicators of demand for tourism among the sample tourists.

CHAPTER-VII : **"SUMMARY AND CONCLUSION"** presents a summary of the research results and discussions given in the earlier Chapters and important economic implications for enhancing the overall effectiveness of tourism. Finally, the chapter concludes by providing directions for further research in this field of study.

MAJOR FINDINGS

The study's significant findings are presented from both macro and micro perspectives. Macro-level findings are based on secondary data, and micro-level findings are based on primary data analyses. Micro-level field study-based findings are presented in three sections: first, the findings of the supply-side analyses; second, the demand-side analyses; and third, the general findings.

Macro level findings

- Travelers worldwide have been coming to India to experience its traditions and great cultural legacy, which established the foundation for the Indian tourism sector by contributing around 5 percent to GDP during 2021.

- The World Travel and Tourism Council calculated that tourism generated Rs.13.2 lakh crore (170 billion US$), 5.8 percent of India's GDP, and 32.1 million jobs were supported in 2021.

- The total direct and indirect employment generated through the PRASHAD Scheme during 2022-2023 is 23,44,504 and 2,01,100 men per day, respectively.

- In 2013-2014, employment generated from tourism was 11.37 percent, which increased to 12.75 percent in 2018-2019.

- Foreign exchange earnings from 2016 to 2019 grew at a Compound annual growth rate of 7 percent but were lower in 2020 due to the COVID-19 pandemic.

- The foreign exchange earnings from tourism in 2001 were 15083 crores, and in 2022, tourism generated Rs. 134543 crores in foreign exchange earnings (FEE), an increase from Rs. 65070 crores in 2021, showing a positive growth rate of 106.77 percent.

- Tourism plays an important role in eradicating unemployment. It creates many jobs in the hotel, hospitality, service, entertainment, and transportation industries. Tourism in India is a hotbed for various employment opportunities, making it one of the best sectors to promote to improve the country's employment rate.
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- According to the 3rd Tourism Satellite Account
- (TSA), the tourism sector created 79.86 million direct and indirect jobs in 2019-20.

- According to the 3rd Tourism Satellite Account (TSA), the tourism Sector Contributes approximately 15 percent to the country's overall employment.

- The number of foreign tourists arriving in India increased from 2.54 million in 2001 to 6.44 million in 2022.

- A total of 2.74 million foreign visitors visited India in 2020, compared to 10.93 million in 2019, a 74.9 percent decrease.

- Foreign tourist arrivals to India for leisure holidays and recreation were 23.49 lakhs, or 36.5 percent, during 2022.

- In 2022, 87.5 percent of foreign Tourists entered India through air routes, 11.8 percent through land routes, and 0.7 percent through sea routes. 53.6 percent arrived through the Delhi and Mumbai airports.

- The COVID-19 limitations caused a major decrease in the number of foreign tourists (FTAs) arriving in India in 2021, to 1.52 million, from 2.74 million in 2020. This registered a negative growth rate of 44.5 percent.

- Foreign Tourist Arrivals (FTAs) in August 2022 were 498,243, a positive growth rate of 437.3 percent compared to 92,728 in August 2021. FTAs during the period January-August 2022 were 3,263,219 compared to 638,524 in January-August 2021.

- In 2021, the United States contributed the highest percentage of foreign tourist arrivals in India (28.80%), followed by Bangladesh (19.80%), the United Kingdom (10.00%), Australia (5.90%), Canada (4.50%), Sri Lanka (2.80%), Germany (2.20%), Nepal (2.10%), Singapore (2.10%), and Malaysia (2.00%).

- From 2020 to 2021, the arrivals of Non-Resident Indians (NRI) increased by 52.6 percent, and International Tourist Arrivals (ITA) increased by 10.6 percent.

- Foreign patients who traveled to India during 2014 in search of medical treatment were 1,84,298.

- The number of domestic tourists who visited India in 2021 was 677.63 million, an increase of 11.05 percent from 610.22 million in 2020.

- The Indian Tourism Statistics 2022 report reveals that India received 677.63 million domestic tourist visits in 2021, an increase of 11.05 percent from 610.22 in 2020.

- In 2022, 21.60 million Indians Left the country, an increase of 152.62 percent (8.55 million) compared to 2021.

- During 2022, the main purpose of Indian nationals departing from India was residence, 39.95 percent, tourism, 36.80 percent, and religious purposes, 2.4 percent.

- In 2022, 98.5 percent of Indian National departures traveled by air, 0.8 percent by land, and 0.8 percent by sea.

- India was the third largest global investor in travel and tourism, with an inflow of 45.7 billion US$ in 2018, which accounted for 5.9 percent of the country's total investment.

- Foreign Direct Investment Inflows in the Tourism and Hospitality sector reached 16.48 US$ billion between April and June 2022.

- In October 2015, India's medical tourism sector was estimated to be worth 3 billion US$ and is expected to grow to 7-8 billion US$ by 2020.

- The Medical Tourism sector is expected to grow at a Compound annual growth rate of 21.1 percent from 2020 to 2027.

- The number of Monuments of National importance in India as of 2022 from the south region is 1173, and from the north region is 2520.

- The Revenue from entry tickets for preserved monuments in India significantly dropped from ₹9.38 crore in 2019-20 to ₹2.3 crore in 2020-21. It slightly increased to ₹3.02 crore in 2021-22.

- The expenditure by the Archaeological Survey of India (ASI) on centrally protected World Heritage Sites over recent years. Spending peaked in 2018-19 at ₹55.32 crore, followed by a decrease to ₹45.21 crore in 2019-20 and ₹40.64 crore in 2020-21. In 2021-22, expenditure rose to ₹44.53 crore, with ₹32.61 crore spent up to December 2022.

- Substantial funds have been allocated for the preservation of World Heritage Sites in India from 2023 to 2024, including ₹18.50 crore for the Hampi and Pattadakal monuments in Karnataka.

- From 2014 to 2022, Swadesh Darshan sanctioned 76 projects, totaling ₹5315.59 crores, with ₹4734.11 crores released. PRASHAD sanctioned 45 projects, amounting to ₹1586.10 crores, with ₹844.34 crores released.

- India ranked 18th in the world regarding international tourist arrivals in 2021.
- The World Tourism Organization reported that India's tourism receipts ranked 13th in the world and 6th in the Asian and Pacific countries during 2019.
- In the last edition of the Travel and Tourism Competitiveness Report, published in 2019, India ranked 34th out of 140 countries.
- India was ranked 54th in the World Economic Forum's Travel & Tourism Development Index in 2021.
- The Travel and Tourism Competitiveness Report mentioned that India has quite good air transport infrastructure, which ranks 33rd, particularly given the country's stage of development, and reasonable ground and port infrastructure, which ranks 28th.
- According to the World Tourism Organization report, the country ranked 14th in natural resources and 8th in cultural resources and business travel.
- India is the most digitally advanced traveler nation in terms of digital tools for planning, booking, and experiencing a journey. India's rising middle class and increasing disposable income have supported the growth of domestic and outbound tourism.
- The Indian government has estimated that India will emerge with a market size of 1.2 million cruise visitors by 2030-31. Dream Hotel Group plans to invest around 300 million US$ in the next 3-5 years to develop the cruise sector in India.
- Foreign tourists visited all states and Union territories during 2021 were 1.05 million, an increase of 8.59 million, or 714.26 percent, from 2022.
- Domestic tourists visiting all states and Union territories were 677.63 million during 2021, which increased to 1731.01 million during 2022, a 155.45 percent increase.
- As of 2017, based on the number of foreign tourist arrivals worldwide, Delhi is ranked 28th, Mumbai 30th, Chennai 43rd, Agra 45th, Jaipur 52nd, and Kolkata 90th.

- In 2015, Delhi, Mumbai, Chennai, Agra, and Jaipur were the five cities most visited by foreign tourists in India.

- The two states with the most foreign tourists visiting during 2022 are Gujrat and Maharashtra, with 1.78 million and 1.51 million, respectively.

- The two states with the largest domestic tourist visits were Uttar Pradesh and Tamil Nadu, with 317.91 million and 218.58 million, respectively.

- The state of Kerala was named one of the "Ten Paradises of the World" and "50 Must-see Destinations of a Lifetime" in 2012 by National Geographic's Traveler magazine.

- Tamil Nadu, Maharashtra, and Uttar Pradesh were the most popular states for tourist visits in 2014.

- In November 2021, the United Nations World Tourism Organization selected Pochampally in Telangana as one of the best tourism villages
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- During 2022, the major states in terms of domestic visits were Uttar Pradesh, with 317.91 million; Tamil Nadu, with 218.58 million; Andhra Pradesh, with 192.72 million; and Karnataka, with 182.41 million.

- Maharashtra is one of the most visited states in India by domestic tourists, with over 39.23 million arrivals in 2022. It boasts a large number of popular and revered religious venues, such as Nashik, Shirdi, and Kolhapur that are heavily frequented by domestic visitors.

- India has 1,228 approved tour operators, tourist transport operators, and travel agents. Karnataka has 33 approved service providers, including 19 tour operators, seven tourist transport operators, and seven travel agents.

- As of 2022, India had 1,898 approved hotels offering 100,789 rooms across various star categories. Karnataka has the total (38) approved hotels with (6752) rooms.

- A total of 48,775 accommodation units (both classified and unclassified) have been registered on the National Integrated Database of Hospitality Industry (NIDHI) portal, and 11,220 units have self-certified for Sophisticated Analytical and Technical Help Institutes (SAATHI) standards in September 2022.

- In October 2022, Indian Hotels Company Limited (IHCL) announced the launch of its new Indian-concept restaurant brand, League of Young Adventures (Loya). Debuting at Taj Palace, New Delhi, Loya captures the culinary essence traversing the landscape of North India.

- OYO, a unicorn in the hospitality industry, purchased Direct Booker, a company specializing in vacation rentals, in May 2022 for US$ 5.5 million.

- Accor, a French hospitality major, will expand its India portfolio by adding nine additional hotels in the mid-scale and economy categories, bringing the total number of hotels in India to 54.

Micro Level Finding

Micro-level findings are presented in supply-side, demand-side, and general analyses.

Supply-side findings

- Among the sample Religious centers of Dakshina Kannada District, Kukke Shree Subrahmanya Temple, Shri Kshetra Dharmasthala, Shri Durgaparameshwari Temple, and Kateel attract most visitors from outside the district. Of course, Ullal Sayyid Madani Darga, Milagres Church, and St. Aloysius Chapel were also visited by outside visitors.

- Local devotees visit most of the temples in Mangalore city regularly or on special occasions like festivals.

- The tourist arrival at Kukke Shree Subrahmanya Temple was in the range of 4-5 million. In 2020-21, more than 50 percent of the average visitors declined.

- On average, about 5-7 million domestic tourists visit Shree Kshetra Dharmasthala. Until 2019, tourist arrivals at Shree Kshetra Dharmasthala increased but suddenly declined in 2010-21 due to COVID-19.

- At Shri Durgaparameshwari Temple, Kateel, the average number of tourists ranges between 3 and 5 million. However, a drastic decline in visitors to Kateel Temple is reportedly due to COVID-19.

- The annual Income data of these sample Religious Centers (Temples) are not available. However, based on the data provided by the Assistant Commissioner Endowment Department, we understand that Kukke Shree Subrahmanya Temple has the highest Annual Income, with a range of 900-1000 Lakhs Rupees.

- Shri Durgaparameshwari Temple, Kateel, has an Annual Income of about 245-250 Lakh Rupees.

- Kadri Shree Manjunatha Temple is another important religious center that has around 550-580 Lakhs of annual income.

- The religious seva offered to devotees at the sample religious centers includes 88 Seva below Rs.100 and 16 seva above Rs.10000.

- Expenditure in the religious centers is used mainly for development activities and daily maintenance activities. Most sample temples employ 50-300 laborers, priests, and cooks, and a few of the sample temples spend a significant amount on social service activities, such as education, rural development, health services, etc.

- Most of the sample Religious Centers spend their Income on providing facilities for tourists and developing the temple.

- The Average Income of the sample Religious Tourism Centers exceeds their average expenditure. This means that there will be savings (remaining) in these sample Religious Centers every year.

- Shri Kshetra Dharmasthala started Rural Development Programs through an institution, Shri Kshetra Rural Development Project (SKDRDP), as a charity service.

- Unique self-help programs, like Jnana Vikasa and SIRI, were introduced, teaching women to empower themselves and live with self-respect.

- Shree Dharmasthala Manjunatha (SDM) has implemented new creative approaches and old scientific programs, such as the Gurukul system, to reform the Indian Educational System.

- SDM Trust has built over 20 significant healthcare organizations offering high-quality medical facilities.

- Shree Kshetra has made every effort to spread the glory of regional people's dances, such as Yakshagana, Bhoota Kola, Nag mandala, and Pili Vesha, throughout the world and to preserve and spread among the people of Tulunadu.

- Kukke Shree Subrahmanya Temple offers education through its institutions, such as Shree Subrahmanya P U College and Kukke Shree Subrahmanya Degree College.

- Kateel Sri Durgaparameshwari Temple runs five institutions: a higher primary school, a high school, a junior college, a first-year college, and a center for postgraduate studies and research in Sanskrit.

- Kateel Sri Durgaparameshwari Temple established Yakshagana Patashala to conduct a systematic and disciplined study of the facts of Yakshagana.

- Tourist arrivals in some of the sample temples continuously increased until 2019, and in 2020, there was a sudden decline due to COVID-19. Foreign tourists also visit sample Religious Tourism Centers in Dakshina Kannada.

- Among the Natural sample tourism centers, all three, Beaches and Pilikula Nisargadhama, are mostly visited by local tourists.

- Gadaikallu, situated in Belthangady Taluk near Shri Kshetra Dharmasthala, is visited by even outsiders who visit Dharmasthala as it is on the way.

- Karnataka has a Coastal line of 309.59 km between Mangalore and Karwara. Hence, it is known for fisheries activities and Beaches for travelers.

- There are about ten beaches, of which six are amazing because they are the most crowded.

- Panambur, Sasihitlu, Suratkal, Bengre, Ullal, and Tannirbhavi are the most popular beaches tourists visit regularly.

- Panambur Beach organizes the International Kite Festival every year. Kites of different shapes and colors are displayed, attracting kite lovers from all over the world.

- Panambur Beach also organizes an international Sand Sculpture Festival annually. Various artists showcase their talent, which encourages craftsmanship.

- Sasihitlu Beach is famous for its surfing, as it has consistent waves and is less crowded.

- Sasihitlu Beach is also known as an untouched beach, as it is less commercialized and allows people to spend a peaceful time there.

- Tannirbhavi Beach hosts an annual beach festival called "Karavali Utsava," which encourages the cultural heritage of the coastal region. The festival also includes a variety of food stalls, handicraft exhibitions, and water sports, which attract various local and outside tourists.

- Ullal Beach holds historical and cultural significance. In the 16th century, Queen Abbakka Devi ruled there and encouraged traditional fishing techniques.

- Ullal Beach celebrates 'Thaipooya Mahotsava' during the month of Malayalam in Makaram. This event includes processions and various performances.

- Suratkal Beach is a blend of spirituality and natural beauty. Its famous Sri Sadashiv Rudra Temple is where people can visit and enjoy beach vibes. The beach encourages fun activities such as surfing, paddleboarding, jet skiing, and more.

- The average tourist arrival in Pilikula Nisargadhama is between 6 and 8 Lakhs/ Annum. Even foreign visitors visit Pilikula Nisargadhama very often, 35870 in 2019.

- Manasa Amusement Park in Pilikula Nisargadhama offers various water rides, such as a Ferris wheel, roller coasters, water slides, and a mini train, providing entertainment for visitors of all ages.

- Pilikula Nisargadhama also has a Dr. Shivarama Karanth biological park dedicated to wildlife conservation and education.

- Pilikula Nisargadhama supports cultural heritage through its 'Heritage Village,' a replica of rural village life that shows the customs of the Dakshina Kannada region.

- Even at the Gadaikallu trekking center, the annual number of tourists varies between 35 and 80 thousand.

- Gadaikallu trekking consists of 1876 steps cut out of stones to reach the top view area.

- The average annual number of tourists visiting beaches in Mangalore ranges between 25-40 thousand.

- Some Sample Natural Tourism showed an increase in travelers' visits even during 2020 as it is visited mainly by localities because of the travel restrictions; they could not travel far places.

- Religious and Natural tourists visit places from January to April and October to December.

Demand side findings

- With respect to the occupation of the Sample tourist, 31.3 percent of respondents are in business, 29.0 percent are working in a Private company, and 23.33 percent are in government jobs.

- Concerning the respondents' incomes, 57.00 percent of the sample tourists have an average annual income of less than 5 Lakhs, 38.00 percent have 5-10 Lakhs, and 5.00 percent have above 10 lakhs.

- The average annual income of the sample tourists is Rupees 4,51,412.

- It is observed that 30.00 percent of the sample tourists travel annually, 23.33 percent travel occasionally, 28.00 percent travel monthly, and 19.67 percent travel weekly.

- Among the respondents, 64.33 percent design their tour plans, while 35.67 percent choose tour packages.

- Among domestic tourists, 63.37 percent of the sample visited national-level tourism centers, and 36.33 percent visited local tourism centers.

- Sharavu Mahaganapathi Temple and Mahatobar Shri Mangala Devi Temple have sample tourists who visit daily. In the case of Muslim and Christian religious tourism centers, weekly visiting tourists are. Shri Durgaparameshwari Temple, Kateel, Shri Kshetra Dharmasthala, and Kukke Sri Subrahmanya Temple are visited annually.

- As the demand for medical tourism is need-based, the frequency of visits by the sample tourist is spread throughout the year in the case of medical tourism.

- 60.67 percent of sample tourists travel with their family, 21.67 percent with their friends, 11.00 percent with their colleagues, and 6.67 percent travel solo.

- On average, the sample tourists travel out 84.33 percent for less than a week, 6.33 percent for more than a week, 7 percent for a week, and 2.33 percent for a month.

- Sample tourists travel mostly by bus and train 81 percent and 62.67 percent. 77.33 percent and 17.67 percent of sample tourists occasionally travel by taxis and through their vehicles.

- The sample tourists mainly prefer hotels as their accommodation when they travel. 80.67 percent prefer hotels, 9.33 percent prefer hostels, and 4.33 percent choose guest houses.

- When it comes to booking accommodation, 42 percent of the sample tourists book directly at the hotel, 22.67 percent through the internet, and 12.33 percent through travel agencies.

- Among the sample tourists, the proportion of annual tourism expenditure on the total family expenditure is 24.62 percent.

- In religious tourism, tourists spend 62.99 percent on transport and 20.49 percent on accommodation. In natural tourism, the sample's major expenditures are transport (51.29 percent) and food (26.76 percent). In medical tourism, tourists spend 42.37 percent on transport, 27.66 Percent on accommodation, and 14.65 percent on food.

- In Natural tourism, the satisfaction scores of sample tourists on road approach, public transport, and quality of service are lower than in Religious and Medical tourism.

- Sample tourists expect more improvement in infrastructural and general-series facilities at Natural tourism centers than at Religious and Medical tourism centers.

- Fruits and vegetable stalls, tender coconut stalls, Pooja material shops, devotional music tapes and CD shops, toy shops, and flower shops were the important micro Enterprises seen around religious tourism centers. Around the natural tourism centers, fast food stalls, sweet corn cart shops, and Churumuri stalls were important micro Enterprises, and in medical tourism hotels and canteens, fruit shops, tender coconut stalls, and General Stores were the major micro Enterprises.

General findings

- Dakshina district has immense scope for developing Natural, Religious, and Medical Tourism.

- Beaches (10), hills (6), parks (4), and falls (3) are important natural tourism centers.

- Dakshina Kannada has more than 23 Temples, 5 Churches and Mosques.

- Under Medical Tourism, there are 116 Government and 1602 Private Hospitals as of 31-03-2020.

- Under Medical Tourism, there are 545 Government and 1602 Private Hospitals as of 31-03-2021.

- As of 31-03-2020, there were about 8391 beds available in Government Hospitals (Allopathy and Indian system of medicine Hospitals) in Dakshina Kannada District.
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- As of 31-03-2021, there were about 839
- 7 beds available in Government Hospitals (Allopathy and Indian system of medicine Hospitals) in Dakshina Kannada District.

- Beds available in Private Hospitals (Allopathy and Indian system of medicine Hospitals) of Dakshina Kannada District are about 13855 as of 2020-2021.

- Beds available in Ayush Hospitals of Dakshina Kannada District are about 1015 as of 2020-2021.
- The total number of government doctors available in Dakshina Kannada District is about 155 as of 2020.

- The total number of Private doctors available in Dakshina Kannada District is about 2499 as of 2020.

- The total number of government doctors available in Dakshina Kannada District is about 156 as of 2021.

- The total number of Private doctors available in Dakshina Kannada District is about 2499 as of 2021.

- As of 2020, there were 1213 medical shops (including Ayush, Government, and Private) and
- 14 blood banks.
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- As of 2021, there were 1313 medical shops (including Ayush, Government, and Private) and 12 blood banks.

IMPLICATION OF THE FINDINGS

Research on tourism with a multidisciplinary approach has addressed several issues from the demands or supply side. However, to capture the economics of tourism, a comprehensive approach must be taken, considering issues from both the demand and supply sides. Such an attempt is made in this research, which will help to understand the worthiness of investment in the tourism sector. In addition, it also gives an understanding of the tourists' expectations and level of satisfaction. Likewise, it examines the equilibrium between the demand and supply side of the tourism industry, which is essential to achieving the economics of scale.

The nature and features of the tourism industry vary from region to region, zone to zone, and state to state. Hence, in a given region, analyzing the demand and supply side of the tourism industry would help policymakers frame appropriate policies for the given region and the given tourism products. However, it has to go a long way to reach the real equilibrium analyses of the tourism industry.

DIRECTION FOR FUTURE RESEARCH

Tourism is an important sector from an economic and social perspective, so any tourism-related issues need to be viewed from a multidisciplinary perspective. Tourism's development has vast implications. It undoubtedly enhances human resource productivity, enriches national image globally, preserves national culture, and results in cultural exchange or mix.

From an economic perspective, implementation in the tourism sector has to be analyzed by comparing it with the accrual of returns (benefits). Hence, there is a need to identify the factors

influencing the tourism industry's supply side and analyze each factor's contribution. This requires analyzing the various government schemes (both central and state) for developing the tourism sector. The demand (tourists) is immense. However, tourism behavior and tastes among tourists vary and need to be diagnosed from time to time.

Dakshina Kannada has immense scope for tourism development. Therefore, the concerned authorities must identify the need to develop facilities and services for different tourism products.

Religious tourism must be seasonal to avoid the consequences of rush maintenance, such as cleanliness, drinking water facilities, etc., which must be taken care of.

Natural tourism should be developed by providing good facilities to tourists.

The local government must take the necessary steps to attract foreign tourists from faraway places.

CONCLUSION

Tourism has traditionally been an important activity, but it has recently emerged as a significant commercial activity, frequently referred to as the tourism industry. Tourism is vital to the national economy, contributing to economic growth, employment, and cultural exchange. With its rich cultural heritage and diverse geographical features, India has immense potential for the tourism industry. It is one of the most preferred destinations for tourists worldwide. However, sustaining this demand requires providing a satisfactory level of service. As tourist demand increases, the supply side must grow correspondingly to ensure sustainable development of the industry.

Coastal Karnataka, particularly Dakshina Kannada District, boasts a coastline of 62 kilometers, stretching from the Kerala border in the south to Udupi District in the north. Dakshina Kannada offers immense potential for various types of tourism, including religious, natural, and medical tourism. These forms of tourism are currently attracting local, national, and international tourists to the district. However, a research study has revealed that the level of satisfaction among tourists is comparatively lower at natural tourism centers, particularly beaches. In contrast, both religious and medical tourism facilities have received high satisfaction scores from sample tourists.

Dakshina Kannada's rich cultural and religious heritage makes it a prime location for religious tourism. Temples, churches, and mosques in the region draw devotees and curious travelers alike. Medical tourism is also thriving, with the district's healthcare facilities offering advanced treatments and attracting patients from across the globe seeking affordable and quality medical care. Meanwhile, the district is experiencing growth in its industrial and commercial activities, which is expected to create more opportunities for tourism products. This economic expansion can enhance the overall infrastructure and services, further boosting tourism. To fully realize the potential of Dakshina Kannada as a premier tourist destination, it is essential to address the challenges natural tourism centers face. Improving facilities and services at these sites can enhance tourist satisfaction and attract more visitors. Promoting research activities to identify new potential tourism products in the district is crucial. Understanding tourist preferences and developing innovative tourism offerings can diversify and strengthen the industry. For instance, eco-tourism, adventure tourism, and cultural festivals could be explored as new avenues to attract a broader audience. Dakshina Kannada District has significant potential to become a central hub for tourism in India. By enhancing natural tourism, leveraging its cultural and medical tourism strengths, and promoting innovative tourism products, the district can achieve sustainable growth in the tourism industry.

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